



Your Moray—Your Health and Well-being

Living an Active Life

**Physical Activity, Sport & Health Strategy
for Moray 2007-2012**

Investing
in
Children
and
Young
People

Improving
Travel
Facilities,
Choices
and Safety

Building
Stronger
Communities

Achieving
a
Safer
Community

Working
for
Increased
Prosperity

Protecting
and
Enhancing
the
Environment

**Achieving
a
Healthy
and
Caring
Community**



HAPPY TO TRANSLATE



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Foreword

Most of us are not active enough to stay healthy. It is a fact that's becoming clearer as more research is done. Inactivity leads to physical ill health and has a negative affect on our mental well being. Children need a minimum of 60 minutes moderate activity a day and adults need 30 minutes. It doesn't sound a lot but most of us aren't reaching those targets, which is particularly worrying for the future health of our children.

The Community Plan for Moray 2006 – 2010 identifies "Achieving a Healthy and Caring Community" as one of its main themes. The Physical Activity, Sport & Health Strategy Group has worked hard to identify priorities and develop strategies both to tackle health inequalities and provide sporting opportunities. This Strategy is one of a family of Strategies, which, linking together, provide a framework to increase the quality of life and well being of everyone in Moray.

The local communities have welcomed the goals and actions identified in this document as they reflect concerns expressed through the Local Neighbourhood Forums. The implementation of the strategy will bring together all the agencies working within the communities including Moray

Council's Community Learning and Development, Active Schools, sports development, Moray Community Health and Social Care Partnership, NHS Grampian, Moray College, Local Community Networks and organisations. Volunteers within the Neighbourhood Forums, local sports clubs and youth organisations will also have a significant and valuable role to play.

This Strategy puts the structure in place to make it easier and more enjoyable for all of us to lead a more active life. Actions have been identified that will impact on us all, from newborn babies to over 65s. It also offers opportunities for all our young people to enjoy the experience that learning and playing sport brings at whatever level of ability.

The challenge for us all is to make changes within our lives in response to this Strategy in order to achieve a healthy, active and caring community. This Strategy provides each of us with a supportive framework to make this possible.

Councillor Eric McGillivray
Chair of Community Planning
Steering Group



1 Introduction

What do we mean by physical activity, sport and health?

Physical activity is a broad term to describe movement of the body that uses energy. The goal for good health is to increase the amount of physical activity that we do. By becoming more active, we increase our fitness levels. Physical activity can be taken in many forms: exercise, sport, play, dance and active living such as walking, housework and gardening.

Health is taken to mean physical, social, spiritual, mental and emotional well-being in relation to oneself, society and the environment.

Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels. *Council of Europe, European Sports Charter*

The Physical Activity Task Force made recommendations about optimum levels of physical activity.

- Adults should accumulate **at least** 30 minutes of moderate activity most days of the week.
- Children should accumulate **at least** one hour of moderate activity most days of the week.

("Moderate activity" uses 5 – 7 calories per minute, the equivalent of brisk walking)

Currently around 6 out of 10 men and 7 out of 10 women in Scotland are not reaching the 30 minutes a day target.

(Scottish Health Survey, 2003)
There is a reluctance to change sedentary ways. Since this is where the biggest health gain is, this is the real challenge.

The health effects of inactivity are very serious as inactivity is a key factor in over one third of deaths from heart disease in Scotland.

Leading an inactive or sedentary life

- Doubles the risk of coronary heart disease
- Increases the risk of high blood pressure
- Increases the risk of colon cancer
- Increases the risk of developing Type 2 diabetes (risk reduces by 50% for active people)
- Increases the risk of developing osteoporosis (risk of hip fractures reduces by 50% for active people)
- Increases risk of being overweight and obese, which also increases the risk of developing other types of cancer, osteoarthritis and back problems
- Increases the likelihood of falls, accidents and injuries





Encouraging people to become more active can bring about a wide range of benefits such as

- Disease prevention
- Weight management and the prevention of associated illnesses
- Positive mental health promotion
- Specific benefits for older people

Why a joint strategy?

Each local authority in Scotland was tasked to produce a strategy for sport, contributing to the targets of Sport 21, the national strategy for sport. In Moray, we have embraced the Community Planning process to produce this Strategy, incorporating the issues and resources identified throughout the consultation and production of local plans.

This Physical Activity, Sport & Health Strategy sets the vision, goals and actions required to meet strategic priorities as well as identifying the key tasks and areas of responsibilities of all partners. In this way, we will develop a co-ordinated framework for Moray to improve health through increased physical activity and provide pathways to develop sporting talent.



Equalities

We will fulfil our commitment to consult with people across Moray to ensure that sport and physical activity is accessible for all, regardless of race, disability, gender, age, sexual orientation, religion and philosophical belief. No one will be excluded from expressing their views.

Sustainability

The development of this Strategy will support the development of stronger more sustainable communities. Initiatives will be based on more accurate information about the needs of local communities, with services and resources more effectively targeted.



2. Developing the Strategy

In May 2005, Moray Council, Moray Community Health and Social Care Partnership, NHS Grampian and Sportscotland formed a partnership to develop a joint Physical Activity, Sport and Health Strategy for Moray under the "Achieving a Healthy and Caring Community" Community Planning Theme.

The process involved identifying the main issues and goals and establishing working groups with key stakeholders to develop these further.

Early Years

Health Visitors, Nursery Nurses, Moray Childcare Partnership, NHS Grampian Public Health, YWCA, Sports Development, Active Schools

School Age Children

PE staff, Active Schools, Youth Sport Development, Health Improvement Officers, Educational Services Quality Improvement Officer, Sportscotland Partnership Manager, NHS Grampian (Physical Activity Lead)

Community Participation

Healthy Working Lives (formerly SHAW), Age Concern Scotland, Sports Facility Manager, Healthy Living Centre, Local Community Network Officer, NHS Grampian, Community Learning & Development Worker, Moray Volunteer Centre.

Facility Strategy Group

Educational Resources Manager, Sports Facilities Manager, sportMoray (representing the voluntary sports clubs), Leisure and Healthy Living Projects Officer, Sportscotland Partnership Manager

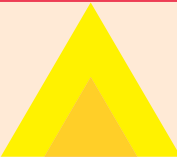


Although key actions are identified within the Action Plan contained in this Strategy, the Working Groups will identify the activities, deliver, monitor and evaluate in order to ensure that the key priorities are addressed. Responsibility for each action will be identified, building in accountability.

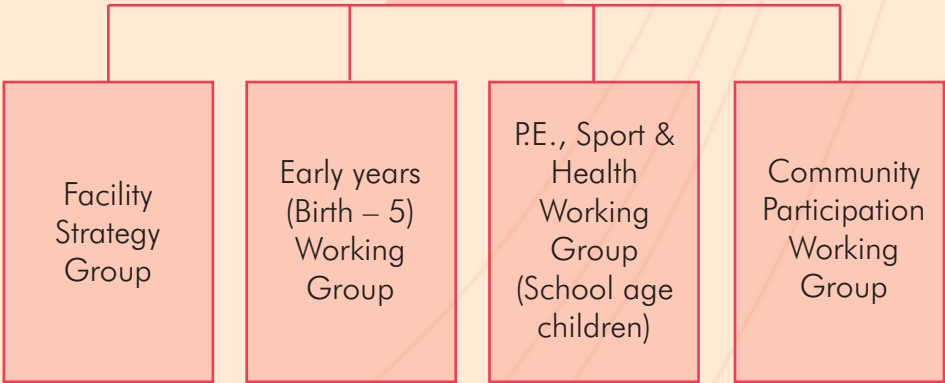
The onus on ensuring the implementation, monitoring, review and performance management of this Strategy sits with the Physical Activity, Sport and Health Strategy Group. This group will meet at least twice a year to ensure a robust overview of the Working Groups and the delivery of the action plans.



Community Planning Theme Group
Achieving a Healthy and Caring Community



Physical Activity, Sport & Health
Strategy Group





3. Background information

Key health issues in Moray are:

- Obesity is a major problem in both adults and children (One in five 11 to 12 year olds in Scotland is obese). The prevalence of overweight and obese adults and children is rising in Moray.
- Poor diet, smoking and inactivity are the biggest causes of chronic illness and premature death, with inactivity being the most prevalent factor.
- 66% of all deaths are due to heart disease and cancers.
- Seven out of ten people aged 65 – 74 years are completely inactive.
- Moray has a higher than average prevalence of coronary heart disease, strokes, hypertension and diabetes Type 1.
- 2,500 people in Moray have Type 2 diabetes (December 2005), 5 are under 24 years. Inactivity is the most prevalent risk factor for this condition.

Men can expect to live to 75 years of age and women to 80 in Moray.

Most people (almost 60%) live in the 5 main towns of Elgin, Buckie, Forres, Keith and Lossiemouth. The overall population density is low at 38 persons per square kilometre (compared to 66 in Scotland). This has major implications for those who rely on public transport. The population of around 86,000 is expected to increase gradually to 89,000 over the period to 2011.

Although Moray seems to be a relatively prosperous area, it has the lowest average weekly wage in Scotland. There are limited employment opportunities and an increasing trend for part time and seasonal employment. There are areas with relatively high unemployment figures, causing pockets of deprivation. Over 10% children are entitled to free school meals.

Health inequalities exist in certain areas within Moray including Elgin (New Elgin, Bishopmill, Lesmurdie), Buckie and the coastal villages, Keith, Forres (Pilmuir) and Rothes.

Moray is also an ageing population. Census figures for 2001 show that over 60s make up 24% of the population but this is expected to rise to 30% by 2018.





The Joint Health Improvement Plan for Moray (2004 – 2006) outlined actions for the promotion of physical activity in Moray:

- Support women to be active in pregnancy and with their babies after birth.
- Increase opportunities for children to take part in activities out of school by supporting current initiatives.
- Increase physical activities through Health Promoting Schools initiative.
- Support training initiatives for child care workers.
- Encourage and support teenagers to be physically active.
- Promote active living, active transport, active tasks and workplace activities for staff through the Healthy Working Lives Award.
- Promote appropriate activities for older people to enable active & independent living.
- Raise awareness of lifestyle choices.





Moray's Strengths

- Partnership working between agencies is generally strong, with good communication between partners. This is one advantage of being a smaller local authority.
- Moray is a beautiful, safe and accessible place with a variety of natural physical resources.
- Active Schools are establishing a sustainable structure of sport and physical activity clubs across Moray.
- Moray has some of the highest levels of cycling to school in Scotland.
- Local Community Networks and Local Neighbourhood Forums are all looking at ways to improve the quality of life for people in Moray.
- There are Local Authority leisure centres and swimming pools throughout Moray, benefiting from upgrades and increased fitness facilities through the Council's Leisure & Healthy Living Programme and Big Lottery funding.
- The Healthy Living Centre supports people to access physical activity programmes, particularly targeting the more disadvantaged.
- Moray College has a strong Sports Coaching and Development element with students studying to HNC and HND level.
- National and regional strategies are pointing the way for development in Moray.





Challenges

- Some areas of partnership working can be difficult because of the different priorities, language and cultures within organisations.
- Inactivity is not always given due prominence as a risk factor by health professional staff.
- Many young people are not acquiring the basic skills to take part in sport, either at home or within P.E. This is particularly the case for children with additional support needs.
- Active Schools staff are only funded until March 2008.
- Lack of planning, co-operation and co-ordination between school curriculum P.E. and sport in the community means that young people are not always able to progress.
- Teenage drop off is high, partly due to the increased cost of access to facilities.
- Lack of transport to facilities can be a barrier.
- Lack of investment in voluntary sports clubs is putting pressure on the volunteers.
- Difficulties in recruiting, training and retaining volunteers to run sports clubs and provide coaching opportunities for young people.
- Short term funding for initiatives is a continual problem and securing core funding is an ongoing frustration within most partner organisations.
- There is too much dependence on volunteer coaches. We also need to develop our professional coaching base and be able to keep them in Moray.
- There is a noted lack of adequate facilities for sport, both indoor and outdoor. Many Primary Schools do not have a dedicated sports hall and there is a lack of artificial pitches for football, hockey and tennis.
- Most sports facilities are based within schools, which can cause a problem when trying to attract young people back into the building. Access and charging structure for these facilities can be restrictive.





Key areas

The Physical Activity Sport & Health partnership identified a number of overall key areas to focus our efforts for the future.

Grass roots participation

Supporting the acquisition of basic motor skills to enable children to develop their potential in play and sport. These include the ABCs, the FUNdamental skills for children – Agility, Balance, Co-ordination & Speed. Programmes should include opportunities for all the family to be involved.

“Children who possess inadequate motor skills are often relegated to a life of exclusion from organised and free play experiences of their peers, and subsequently, to a lifetime of inactivity because of their frustrations in early movement behaviour”

Seefeldt et.al.

Active Living

Promoting active travel, both walking and cycling. Increasing the amount of physical activity undertaken within lifestyles e.g. adding “steps” towards the recommended 10,000 per day, swimming, appropriate exercise classes & sports.

Developing Partnerships

Encouraging agencies & volunteers to work together, both in the planning and delivery of joint projects and co-ordinating & communicating their own

agency work. Partners include Moray Council, NHS Grampian, Healthy Living Centre, Forestry Commission, Ranger Services, sportMoray, SportScotland, YWCA, Outfit Moray, voluntary organisations such as walking groups, sports clubs.

Developing talent and excellence in sport

Helping to develop and promote clear pathways for children and young people to be able to progress their skills acquisition to reach their potential, whatever that may be. This should concentrate on focus sports in Moray, where the voluntary sector sports clubs can work together with the local authority, national governing bodies, Grampian Coaching and the Highland and Grampian Area Institutes of Sport to provide a supportive coaching infrastructure.

Outdoor Activities

Moray has excellent countryside to develop and maintain high level outdoor activities, including watersports on rivers and sea, orienteering, walking & hill climbing, cycling, climbing and team building activities. We need to use these natural facilities more by promoting outdoor sports and supporting the AALA outdoor activity providers.





Vision and Strategic Goals

Living active lives in Moray

Improving health and well-being
through physical activity
and sport

GOALS

1. Early years – Changing the culture in families so that active living becomes habitual: introducing activity from birth, involving the family group and encouraging basic skill acquisition at a young age.
2. School Age Children - increasing the physical activity levels of schoolchildren and providing them with the basic skills to participate to their full potential in a wide range of play and sports.
3. Community Participation – targeting the sedentary population, focussing on effecting behaviour change to reach the recommended activity levels. Maintaining active lifestyles and increasing activity levels in key population groups.
4. Facilities – developing a strategy for sport and leisure facilities in Moray.





Key Actions



Goal 1 Early Years

Changing the culture in families so that active living becomes habitual: introducing activity from birth, involving the family group and encouraging basic skill acquisition at a young age.

Actions

- Education work with parents through Play@Home resources
- Develop water bathing & water confidence programme for new parents & carers
- Promotion of infant massage sessions with qualified staff
- Organise, promote and deliver TOP tots and TOP start tutor training to staff & volunteers to enable cascade training to take place as appropriate throughout Moray

- Organise, promote and deliver a programme of Active Play sessions for pre-school children and vulnerable parents available throughout Moray with qualified staff using TOP resources

References

Joint Health Improvement Plan for Moray, Early Years 8a.

Let's make Grampian more active, Early Years.

Let's make Scotland more active, Priorities to support children and young people

Improving Health in Scotland – The Challenge, Early Years Action 9 & 10.





Goal 2 School Age Children

Increasing the physical activity levels of schoolchildren and providing them with the basic skills to participate to their full potential in a wide range of play and sports.

Action areas

- Provide opportunities for all schoolchildren to take part in the recommended 60 minutes moderate activity per day
- Training programme for all staff and volunteers involved in child care
- FUNdamental skills coaching programme
- Developing young sporting talent
- Increasing the coaching base, quantity and quality

References

Sport 21 vision

a country where sport is more widely available to all.

a country where sporting talent is recognised & nurtured.

Joint Health Improvement Plan for Moray, Early Years 8b, 8c, 8d, 8e, 8f.

Let's make Grampian more active, Teenage transition

Let's make Scotland more active, Priorities to support children and young people.





Goal 3 Community Participation

Focus on effecting behaviour change to reach recommended activity levels amongst the sedentary adult population, maintaining active lifestyles & increasing activity levels for key population groups

Action areas

- Promote walking and cycling for health
- Develop G.P. Referral programmes
- Develop initiatives to target teenage transition
- Promote activity for over 65s through the Be Active Life Long (B.A.L.L.) project
- Promote activity for people with a disability/additional support need
- Develop and support a programme of mass participation events

- Encourage workplaces to promote physical activity within their workforces

References

Sport 21 vision

a country where sport is more widely available to all.

Let's Make Grampian More Active.

Moray Youth Strategy.

Physical and Sensory Disability Strategy.





Goal 4 Sports Facilities

Develop a strategy for sport and leisure facilities in Moray within financial constraints.

Action areas

- Review facility access, programming and pricing
- Prioritise future developments





Appendix

Physical Activity, Sport & Health Group membership

Strategic Forum

Ann Dunn	Senior Sports & Leisure Officer, Moray Council
Tracey Gervaise	Public Health Co-ordinator, Team Lead Health Improvement, NHS Grampian
Kim Paterson	Youth Sports Development Worker, Moray Council
Nick Goodchild	Educational Resources Manager, Moray Council
John McMulkin	Active Schools Manager, Moray Council
Neil Buchanan	Physical Activity Co-ordinator, NHS Grampian
Susan Doran	Healthy Working Lives Advisor, NHS Grampian
Barbara Stearn	Assistant Health Improvement Officer for Schools
Sheila McEwan	Partnership Manager, sportscotland

Working group members and consultees

Elaine Brown	Public Health, Service Planning Lead, Moray Health & Social Care Partnership
Michelle Gillibrand	Project Co-ordinator, Healthy Living Centre, Moray Leisure Centre
Irene Weeden	Age Concern, Scotland
Chris Thompson	School Travel Co-ordinator, Moray Council
Ken Brown	Sports Facilities Manager, Moray Council
Susan Leslie	Health Improvement Officer for Schools
David McConachie	sportMoray, voluntary organisation
John Ferguson	Community Planning & Development Manager, Moray Council
Graham Jarvis	Community Learning & Development Manager, Moray Council
Karen Delaney	Community Learning & Development, Youth Team Leader
Ian Todd	Community Learning & Development, Adult Team Leader
Jim Gibson	Quality Improvement Officer, Educational Services, Moray Council
Ivan Scott	Head of PE, Lossiemouth High School
Selina Philp-Smith	Visiting PE Specialist
Dawn Phillips	Visiting PE Specialist
Ben Hinnie	Local Community Network Officer (Lossiemouth & Fochabers area)
Charles McKerron	Service Manager Physical and Sensory Disabilities
Angela Hinchcliffe	Moray Volunteer Centre
Phil Whitfield	Area Manager, Forestry Commission, Scotland
Carol Flett	Moray College
Eileen Bush	Moray Voluntary Services Organisation
Grant Duncan	sportscotland (facilities)



MVSO



sportscotland

